

WORLD'S AD' MEN MEET IN CHICAGO

10,000 From This Country and Abroad Gather to Attend Annual Convention.

ADVERTISING PAGEANT PLANNED FOR TONIGHT

Pulpits of Forty-Three Churches Occupied and Sermons on Subject Preached.

CHICAGO, June 21.—Men whose writing has been the advertising pages of the nation's publications gathered here today from every state in the country, and several from abroad, to attend the eleventh annual convention of the Associated Advertising Clubs of the world.

There are 1,000 delegates here, it is estimated, including a number from Canadian cities. Oscar Kozler, president of the ad club of Sydney, Australia, was among the foreign delegates.

The convention will continue over Friday. Chief among the meetings today was a reception for William Woodhead of San Francisco, president of the association; reports of officers and addresses of welcome.

Advertising Pageant Tonight.

Tonight there will be a monster advertising pageant, in which 8,000 persons are expected to march. One hundred and fifty floats, representing allegorical scenes in American history, and twenty brass bands will be in the parade. The amount to be expended on the spectacle is more than \$100,000.

The delegations are to be housed in the city's hotels and are to have a miniature menagerie among them as mascots. The Texas delegation of 250 brought a croquet set, led by a silver chain. The California delegation has a small brown bear as a mascot.

Sermons on Advertising.

Yesterday members of the club appeared in churches, where forty-three of their number delivered lay sermons, dealing largely with honesty in advertising. The sermons were held in the Auditorium Theater, and by a display of badges, medals, odd hats and the like gave evidence of their faith in advertising.

Features of the mass meeting were the annual address of President Woodhead and the speech of Joseph E. Davies, chairman of the federal trade commission, yesterday afternoon. In the pulpit the speakers, in addition to elaborating on honesty as the best policy, advertised advertising.

Now World-Wide Organization.

In his address President Woodhead reviewed the growth of the association, which a year ago, he said, went to Toronto as the Associated Advertising Clubs of America, and came away with the remainder of the world taken into its name.

In addressing the advertising men Davies said that it was a matter of particular regret that he could not accept the invitation to be present.

Joseph E. Davies' Address.

Optimism as to the future of business and industry in the United States was the keynote of an address delivered by Joseph E. Davies, chairman of the federal trade commission, yesterday afternoon. At the same time he sounded a warning that the business men of this country will have to be particularly on guard against under competition from the industries of Europe at the end of the present war.

He declared that the association itself was founded for the purpose of establishing a moral principle as a rule of practical conduct for business, promoting the welfare of the men to consciously shape the evolution of their business by placing a restriction upon development so that it shall be confined and co-ordinated by a rule of conduct in common interest to serve the common good.

He also said in part:

"The advertising effort is a field wherein keenness, initiative and enterprise command great rewards. In no avenue of business does dishonesty afford speedier and more substantial financial gain than in the advertising effort. It is under such conditions and in such a field that you have organized these associations, with the world's interest as the index of your purpose and the guide of your course."

Business vs. Government.

"The relation of business to government and government to business is a matter of great concern to us all. The properties of industrial, transportation and commercial business constitute a very large proportion of the total wealth of the nation. Business as such constitutes a great part of the social body for which government exists. The well being of business is and properly should be a matter of government concern. The welfare of a great part of the people of this country is dependent upon its well being. Great benefits accrue from it to the whole country. While business is a substantial part of society, for which government exists, business, on the other hand, cannot exist without government. A government watchful of the interests of the whole of society must be superior to it and independent of it, even as the interest of the few is superior to the welfare of the few. Nor can any part of society exist but for the protection afforded by the whole thereof. An injury to any part is injury to all. The relation of government toward business has always been, therefore, of paramount interest to all classes of society bound together in social contract."

The purpose of the federal trade commission is not to harass, but to help—not to make a legalistic record, but to bring relief and aid, and to serve efficiently the public interest and to bring first aid to the competitor injured before the injured is exhausted by long-drawn-out technicalities of legal action. The essential thing is the accomplishment of the effective protection of the public and of business itself against unfair methods of competition, with due regard to the rights of all as speedily and as easily as possible. The protection of the complainant, fairness to those complained against, and the interests of the whole community are best served by adjustments which are founded upon justice and fairness, but which are as immediate in their application and relief as the public interest and the law will permit.

Prospect at End of War.

"The recent cutting off of the European supply in certain lines, heretofore supplied from foreign markets, has demonstrated the necessity of the creation of independent, self-sustained, permanent industries indigenous to our conditions for the production of such supplies, which enterprises are confronted with the possibility of unfair methods of competition being employed by foreign monopolies subsequent to the war. Local price discrimination, whereby prices are lowered in one community for the sake of driving out competition, when at the same time prices are raised in another locality to recoup such loss, where there is no competition, is prohibited as between residents of the United States. It is urged that the same degree of protection afforded American industry from such unfair competition might come from a foreign source. Such practices, encouraged by foreign monopoly in this country heretofore, render probable their repetition with increased severity at the conclusion of the war. Customs tariffs in such situations have been absorbed. Tariffs have been placed under the ban of the law. American enterprise and industry indigenous to our soil and native to our conditions, which could not have such competition of foreign monopoly declared to be unfair and to have such practices prevented if sought to be employed."

INSIST RAILROADS NEED MORE TRAFFIC, LESS LAW

Transportation Heads Declare Too Much Regulation Has Injured Big Systems.

The present difficulties and outlook of American railroads, as some of their presidents see them, are discussed in the June issue of the Nation's Business, an official publication of the Chamber of Commerce of the United States. A. H. Smith, president of the New York Central, goes into the situation at length. From a purely railroad standpoint, Mr. Smith declares, the prospects will be determined largely by the attitude of the public toward railroads, with respect to the eliminating of legislation and regulations which are unremunerative to the stockholders, and also eliminating regulations which are not beneficial to the public as a whole.

"The railroads," Mr. Smith goes on, "do not need more law, just now, and for the future. They need, however, to be correctly understood and appreciated by the people, as the most essential element in the present and future commercial prosperity of this country, and they need to have accorded to them the just and reasonable treatment by the public, by legislatures, commissions and other regulatory bodies, in order that they may expand, develop into efficient methods and improve their service."

It is believed that the need is appreciated by the great majority of the principal shippers and travelers, but there are many others—and probably a majority of people—whose daily affairs are so remote from the details of commerce that they often constitute a hindrance to the progress of the industry in the end they will be vitally injured."

James J. Hill, the veteran railroad president of the Great Northern, sums up what he has to say in a new address.

"In my opinion," the pioneer concludes, "there is nothing in sight going to show that general business in this country, outside of war material for export, has improved or is improving."

Need More Traffic, Less Law.

The railroads need more than anything else increased traffic and less regulation, according to F. D. Underwood, president of the Erie.

"More traffic is forthcoming," Mr. Underwood says, "there will be, I fear, small improvement in existing conditions, although the harvesting of a good crop, such as now seems in prospect, will undoubtedly help much."

More business is the keynote of what Daniel Willard, president of the Baltimore and Ohio, has to say. Prospects as he sees them are hopeful. Increased larger gross revenue, in the opinion of Julius Kruttschnitt, chairman of the executive committee of the Southern Pacific, can be produced either by more traffic than at present rates or by a much higher rate on existing traffic.

"The first solution is dependent upon the condition of general business," Mr. Kruttschnitt explains. "The latter is a function of governmental authority. The railroads need relief from further encumbrances of the railroad situation. The immediate prospects of railroads in the United States, I think in general, are bright, and the industry is becoming clearer and the public attitude more sympathetic."

More business is the keynote of the New York Central says unfortunately much legislation, although doubtless enacted in good faith, has been enacted without a detailed knowledge of the situation, or without accepting the advice of experienced experts, or even of the government's own commissions. He was of the opinion that such legislation has been the result of an emotional discipline and imposed unnecessary expenses both upon the public and upon the railroads without benefit to either.

Mr. Smith said in spite of the foreign situation, which somewhat embarrasses our trade, our home business appears to be active, with indications of constant growth.

BUGS SHED WATER

10c

SHED WATER DRESSING

WASHES WHITE & WATERPROOF

25c

WHITE SHOE DRESSING

Easy to Use
Saves Time
Saves Trouble

ASK YOUR DEALER

SULLIVAN MFG. CO., CAMDEN, N. J.

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SULLIVAN MFG. CO., CAMDEN, N. J.

Regular \$1.50

Curtains

at 95c Pair

Special purchase of 300 pairs of Madras Summer Curtains, cream or green grounds, with green or red combination color stripes, 40 inches wide, 2 1/2 yards long. Fringed ends. Sold regularly at \$1.50 pair. Special tomorrow at 95c pair.

Children's Hosiery

Children's Fancy Cotton Socks, seamless and full fashioned foot, plain or rolled tops; white and colors. Odd sizes. Regular 15c values..... 9c

Children's Fine Ribbed Mercerized Little Stockings, seamless foot, double sole, heel and toe; white or black. Regular 25c value..... 15c

Store Hours: The Store opens at 8:45 a.m. and closes at 5:30 p.m. daily excepting Saturday. Open Saturdays until 6 p.m.

"IT PAYS TO DEAL AT GOLDENBERG'S"

Goldenberg's

SEVENTH AND K "THE DEPENDABLE STORE"

12 1/2c Androscoggin Bleached Cotton

36 Inches Wide at . . . **73 1/2c**

This well known and popular Yarn-die Cotton priced for tomorrow sale at actual mill cost. Soft, strong, round-thread quality which you will appreciate for making summer undergarments. Limit, 10 yards to a buyer.

Leather Handbags

\$1.00 and \$1.25 Values Tomorrow, at . . . 69c

We closed out a manufacturer's samples of Leather Handbags last week at a big concession—these big values are the result. High-grade leathers in seal grain, moiré, India goat and crepe seal finish. Stylish shapes and well made bags, which you will gladly pay \$1.00 and \$1.25. Sale price, 69c.

A Stupendous Purchase of 2,400 New Summer Wash Dresses

Maker's Entire Surplus Stock of New Summer Garments at Less Than Cost to Manufacture. The Banner Sale of Our Career



One of our regular makers of wash dresses, owing to canceled orders and slack business, found himself greatly overstocked, and seeking a quick outlet for his garments, closed out to us at our own figure the entire stock of 2,400 Wash Dresses at a tremendous sacrifice. Tomorrow we place on sale the entire purchase at prices that are nothing short of astounding.

Just when wash garments are in greatest demand comes this wonderful money-saving opportunity—an event that claims the attention of every woman who wants new, charming summer apparel at half price and less.

All are brand-new summer styles, in a wide range of charming materials and models, right now at the height of popularity among well dressed women.

Lot 1--Wash Dresses

Worth \$5.00 and \$6.00 at

\$2.95

Lot 2--Wash Dresses

Worth \$7.00 and \$8.00 at

\$3.95

No less than 65 different styles to choose from, in a full range of sizes and colors of each style. Following are some of the materials:

Crepe Ratine Dresses.
Blazer Striped Voile Dresses.
French Linen Dresses.
French Linen Dresses.
Embroidered Ratine Dresses.
Hamlet Linen Dresses.
Embroidered Spot Voile Dresses.

Embroidered Linen Dresses.
French Linen Dresses.
French Voile Dresses.
Woven Stripe Ratine Dresses.
Embroidered Voile Dresses.
Checked Voile Dresses.
Colored Embroidered Voile Dresses.
Plain Beach Dresses.
Flower Voile Dresses.
Novelty Combination Dresses.
Stilk and Novelty Dresses.
New Wide Cord Dresses.

All the leading summer shades and fetching combinations. All sizes from 14 to 20 for misses and small women and 34 to 44 for women.

35c Imported White Rice Cloth

Full 40 In. Wide. A Special Purchase at **16c**

An out-of-the-ordinary opportunity to purchase the daintiest and most fashionable white goods at less than one-half prevailing cost—the result of an exceptional purchase in which we secured a wholesaler's reserve stock at an extremely low figure.

There's nothing newer, prettier or in greater demand for smart summer frocks than this white Rice Cloth. It is the same high-class quality for which every other store charges 35c a yard. Full 40 inches wide, with the stylish seed shade weave.

On sale tomorrow at 16c a yard, instead of 35c.

Boys' Khaki Cloth Pants, 39c

200 dozen pairs of Boys' Washable Pants for summer wear, made of khaki cloth, in navy blue, tan, olive and brown, also natural beach, crash material. Bloomer and knickerbocker styles, in sizes 5 to 17 years.

Full cut, well made styles, at 39c pair.

Boys' Clothing Dept.—Third Floor.

Crepe Kimonos

\$1.25 Value, at . . . 98c

Cool and comfortable Kimonos of light-weight plisse crepe that will wear extra well—requires no ironing.

Large variety of new colors, such as tan, Copenhagen, light blue, pink and lavender, with floral effects.

Made Empire back, trimmed with mesaline ribbon. Sizes up to 46.

Sale of China Mattings

Regular 25c Cochin China

Mattings Offered at . . . 14c

The Extra Heavy-weight, Palmed-finish "Cochin" Straw China Mattings which are noted for their good looks and long service on your floors. In a complete assortment of checks, stripes and plaids in green, red, blue or brown colorings.

Being seamless they are reversible and will give double wear.

Full rolls in tomorrow's sale at 14c a yard—from which we will cut any number of yards you wish to buy.

90 to 100 Pound Lintan Straw China Mattings, the best wearing matting imported into this country. In checks and stripes, colorings of green, red, blue or brown. Palmed finish clear straw. Sold regularly at 25c a yard. Sale price . . . 15c

180-warp Japanese Mattings, close woven, long rush straw, double corded edges. In handsome carpet designs, colorings of green, red or blue. Sold regularly at 25c a yard. Sale price . . . 15c

Plenty of the Scarce and Wanted "BLUES" Will Be Found in This Sale of 36-inch Chiffon Taffetas

The Regular \$1 Quality, at 67c

Just now navy is THE shade in Chiffon Taffeta Silks, and we meet the demand with plenty of the wanted blues, as well as a complete assortment of street and evening shades, also black, white and lovely changeable shades.

This is the extra heavy, firm-woven quality, full 36 inches wide, with soft tissue finish. The regular one-dollar grade tomorrow at 67c a yard.

36-inch Imported Satin Neapolitan, extra heavy rich satin

face grade, shown in a full assortment of wanted street and evening shades; also white and black, and changeable effects. Regular \$1.00 value . . . 68c

Sale of Summer Rugs

At Greatly Reduced Prices

Just when you need an extra rug or two for the summer home, bungalow or country place, we hold this special sale of Summer Rugs at prices that spell big savings.

All the most desirable kinds and sizes are represented, including CREX, All-fiber, Wool and Fiber and Japanese Matting. In each lot mentioned below you will find the best of their kind, in colorings and designs to please every taste. Savings are one-third and more.

Size.	Kind.	Regular price.	Sale price.
9x12 feet.	Japanese Matting Rugs.	\$4.00	\$1.95
9x 9 feet.	Japanese Matting Rugs.	\$3.00	\$1.45
6x 9 feet.	Japanese Matting Rugs.	\$2.00	.95
8x12 feet.	Wool and Fiber Rugs.	\$5.00	\$2.19
8 ft. 3 1/2 ft. 6.	Bozart All-Fiber Rugs.	\$8.00	\$3.45
9x12 feet.	Bozart All-Fiber Rugs.	\$10.00	\$3.95
6x 9 feet.	Plain Crex Rugs.	\$4.00	\$2.05
8x10 feet.	Plain Crex Rugs.	\$5.50	\$3.85
9x12 feet.	Plain Crex Rugs.	\$8.50	\$4.95
6x 9 feet.	Stenciled Crex Rugs.	\$4.50	\$3.29
8x10 feet.	Stenciled Crex Rugs.	\$5.50	\$4.45
9x12 feet.	Stenciled Crex Rugs.	\$8.50	\$5.95

Important Savings in Tomorrow's Sale of \$1.25 Beach Suitings

Full 58 Inches Wide, at 79c

The demand for these Cool and Dressy Beach Suitings amounts almost to a craze. The fact we can offer them so much under regular value is another illustration of the store's superior buying advantages.

They are full 58 inches wide, and being extra wide it will require very little material for a smart tailored suit or skirt. Handsome, firm-woven quality, in the popular plain beach shade.

Come tomorrow and share the big saving—regular \$1.25 value for 79c a yard.

Sale of Makers' Surplus and Samples of 25c, 39c & 50c Neckwear

On Sale Tomorrow at 14c

By far the biggest and best sale of neckwear presented to Washington women this summer—a fine lot of the choicest and daintiest styles produced to sell at 25c to 50c, for 14c each.

The assortment of styles includes Collar and Cuff Sets, of plain organdy, embroidered organdy and pique; Plaited Back and Roll Collars, Vestees, Ear Collars, Military Collars, Guimpes, Imported Venice Lace Dutch Collars and many other smart and becoming designs.

Be on hand early for first choice—which is always best.

Sale of Bunny Silks

Regular 49c Value 29c

These Silks are 36 inches wide, charmingly soft and lustrous silk-mixed fabrics, in all the dainty street and evening shades. Uncolored for dresses, waists or evening frocks. We have just completed arrangements with the manufacturer whereby we take the entire output for the city of Washington. These charming Bunny Silks will be sold exclusively by us. Special introductory offer tomorrow of 49c fabrics at 29c per yard.

36-inch Crepe de Chine, a silk and linen fabric having the exact appearance of the all-silk material of the same name and just what is wanted for charming Summer Frocks. Rich lustrous finish, with warp of fine mercerized cotton, and pure silk filling, which gives it the beautiful silk finish, the cotton warp giving it strength. In a large assortment of street and evening shades, also black and white. Sold regularly at 50c yard. Sale price . . . 33c

45-inch Imported Colored Ratine, extra heavy, firm-woven quality, with the new crepe weave. In all wanted shades, such as light blue, cadet, Copenhagen, tan, gray, pink, lavender, wisteria, sand, reseda, etc. Sold regularly at 25c yard. Sale price . . . 12 1/2c

40-inch Printed Voiles, in a large assortment of new and dainty designs and colorings. Large and small dots, stripes of all sizes, dainty floral effects and neat figures. Extra fine two-ply, firm-woven quality. Full 36 inches wide. Sold regularly at 25c yard. Sale price . . . 15c

Purchase of Seamless Sheets

Full 81x90 Inches. Regular Price 75c 49c

By taking advantage of a temporary drop in the market we can offer these splendid quality Seamless Bleached Sheets at considerably below prevailing prices.

They are the famous "Ironclad" Sheets—a trade mark name every housewife is familiar with. Strictly perfect quality—not seconds or damaged sheets. Made of extra fine durable linen finish sheeting cotton, hand torn and ironed, finished with 3-inch hem. Free from injurious starch or dressing. Full 81x90 inches fairly double bed.

Now is the time to stock up for the summer with these regular 75c "Ironclad" Seamless Sheets, at 49c.

Washed Bleached Sheets, double-bed size; perfect quality, free from injurious dressing. Strictly close woven grade sheeting. Worth 59c each. . . 39c

Crochet Bed Spreads, double-bed size, with beautiful designs. Worth \$1.25. . . 89c

Crochet Bed Spreads, heavy raised Marseilles designs. Double-bed size. Worth \$1.50. . . \$1.19

45-inch Embroidery Flouncings

Real Hand Loom Qualities, Selling Regularly at 75c and \$1.00 a Yard, 49c for

These Beautiful Flouncings are very popular for making summer frocks, and at tomorrow's astonishingly low price they should prove a magnet for economical women.

45 inches wide Handloom Swiss Embroidery Flouncings, in extra deep open-work patterns, with scalloped and hemstitched edge, showing scores of the newest and loveliest designs of the season.

Extra fine sheer qualities selling regularly at 75c and \$1.00 a yard specially priced for tomorrow's sale at 49c a yard.

42-inch Voile Flouncings, good sheer quality, embroidered in a variety of new and effective designs. Worth 69c 49c

Swiss and Cambric Embroidered Edgings, Insert Edgings, Headings, Convent Edgings and Corset Cover Strapping. Worth 35c and 50c yard. Sale price . . . 5c

98c Screen Doors

At 79c

Porter's Walnut Finished Screen Doors with 4-inch mortised frame; made of seasoned wood and nicely finished.

Complete with all fixtures. Choice of 6 styles. Please bring measurements.

Basement.

25c. Porter's Hardwood Window Screens, mortised extension frame with steel slides and centers. 24 inches high, open in 33 inches. . . 19c

P. N. Corsets

\$1.00 Models, at 69c

A special lot secured from the makers to sell under regular cost. Light Weight Batiste Corsets for summer wear, medium bust, trimmed with lace and ribbons with heavy hose supporters. Well boned and guaranteed not to rust. Finished with front clasp cork protector. Sizes 18 to 30. . . 19c

10c & 12c Buttons, 5c a Dozen

Real Ocean Pearl Buttons, in fancy carved and plain styles; sizes from 12 to 15 line.

All are strictly first quality buttons, in just the styles and sizes wanted for summer dresses. Sale price, 5c dozen.

Sample Toothbrushes

Worth 15c and 19c Each at . . . 9c

A lot of sample Toothbrushes, including French and English makes of extra fine quality. All-bristle kinds, with bone or transparent celluloid handles. Large variety of shapes and styles.

This Coupon and 5c For May Manton's Summer Fashion Book

Sells regularly at 10c. 54 pages filled with the latest fashion ideas. Tomorrow at 5c, with this coupon.

Pattern Dept.—First Floor.

Crinkle Seersucker

Regularly 15c Yd. 93 1/2c

Pretty styles for children's wear: Pajamas, etc. 27 inches wide, in neat colored stripes of light blue, pink, tan, lavender, rose, gray, green, black-and-white. Washes and wears extra well. Sale price, 9 1/2c yard.

38-inch Percales, in white grounds with neat colored stripes, checked dots and neat figures. Fine soft finish quality for children's wear, men's shirts and women's blouses. Regularly 12 1/2c yard. One day, at . . . 9 1/2c